



**DEPARTMENT OF THE ARMY
United States Army Garrison Giessen
Directorate of Public Works
Operations & Maintenance Division
Unit 20911
APO AE 09169-0029**

SIGN POLICIES

**USAG Giessen
Giessen, Germany**

Prepared by:

USAG Giessen
Directorate of Public Works
Operations & Maintenance Division

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USAG Giessen Policy No. 6-3

Purpose:

Aim of this policy is an effective and efficient system for installation signs, standardizing and minimizing sign usage, as well as minimizing maintenance costs.

Applicability:

This policy is applicable to all units and activities within the USAG Giessen Area of Responsibility (AOR).

Responsibilities:

- The Commander is the approving authority for all sign requests.
- Director of Public Works (DPW) advises the Commander on signage, and is responsible for fabrication, installation, maintenance, repair, relocation, replacing, and removing all exterior signs, if they conform to this policy; signs that do not conform will be removed or replaced.
- A survey of installation signs will be conducted annually, and obsolete signs will be removed.
- All work on installation signage will be done by Work Request (DA Form 4283) submitted to DPW, clearly stating the correct wording, layout, and desired size.
- Requests for reserved parking will be forwarded to the Commander for approval.
- DPW is not responsible for interior signs.
- Unit/activity commanders/directors will conduct periodic inspections of interior signs within their area of responsibility, replacing or removing any interior sign that is unprofessional, in poor repair, or obsolete.
- Provost Marshall Office (PMO) will review and approve traffic control and physical security signs.

Signs

1. Standard

- All exterior signs must conform to the standard set in this policy (Policy No. 6-3).
- Color for exterior signs: brown, with white lettering in Arial font.
- All exterior signs must be mounted on brown anodized aluminum extruded pipe or galvanized steel pipes. Mounting devices will allow signs to be removed and updated.
- Signs shall not be attached to exterior building surfaces. Painting or marking a building, including doors and window frames is prohibited, unless approved by DPW through a Work Order.

2. Traffic Signs

- Traffic control signs must conform to German standards.
- Traffic control signs must be reviewed and approved by the PMO.

3. Reserved Parking

- Reserved parking must be marked according to German standards for parking signs.
- Reserved parking spots will be identified by permit number only, not by name and/or position.
- Only the following people are allowed reserved parking spots: Sergeant Major, First Sergeant, Chief Warrant Officers 3 and 4, Company Commander, officers in the rank of Major (O-4) and above.
- Reserved parking for government vehicles is limited to 2 spaces per building occupant.
- *Reserved parking for Army Family Housing tenants will be identified by apartment number painted on the pavement, painted by self-help using government-provided materials.*

4. Unit crests

- Only Battalions or higher level units shall have unit crests.
- No other crests, emblems, insignia, or artwork will be fabricated or installed.

5. Name banners

- Name banners will only be installed on headquarters identification signs for Commanders and Command Sergeants Major of Battalions or higher level units.
- Names will not be installed on any other sign.

Restrictions

- Signs shall not be attached to exterior building surfaces.
- Only Battalion or higher level unit crests, emblems, insignia, or artwork will be fabricated or installed.
- Names will only be displayed on HQ identification signs for Commanders and Command Sergeants Major of Battalions or higher level units.

USAG Hessen Command Policy 5-3 Individual Name Plates on

Exterior Signs

Purpose:

This policy limits individual name signs on exterior signs, aiming to keep signage to a minimum within the USAG Hessen, and saving money for projects beneficial to the community.

Applicability:

The following applies to all assigned and tenant units/activities within the USAG Hessen AOR, including contractors, vendors, AAFES, DeCa, DoDDS, Medical Command, and NAF operated activities.

Responsibilities:

- Garrison Commanders will implement this sign policy and maintain the standard.
- Commanders/Directors of assigned and tenant activities are responsible for removing unauthorized exterior signs until June 10, 2003 (90 days from publication of the policy), including reserved parking signs.
- DPW will install and maintain exterior signs, and remove unauthorized individual name plates.
- Units and other activities are prohibited from installing exterior signs on DPW real property.
- Units will not make unauthorized additions to their unit signs.

Signs:

1. Standard

- All exterior signs must comply with the USAG Hessen Standard Operating Procedure (SOP), Exterior Signs (Final Draft).
- Signs which don't comply with this standard will be removed.
- Units will not make unauthorized additions to their unit signs.
- No Family Housing or UPH external signs are allowed, other than 1 name plate sign for the Area/Village Coordinator.

2. Reserved Parking

- Unauthorized exterior signs, including reserved parking signs, must be removed by June 10, 2003.

3. Individual Name Signs

- Individual name signs attached to exterior unit and activity signs are limited to Battalion Commanders, Command Sergeants Major, and above. These are authorized 1 name plate sign on their HQ sign only.

- Area/Village Coordinators are authorized 1 name plate sign.
- DPW will remove unauthorized exterior name plates.

Restrictions

- Units and other activities are prohibited from installing exterior signs on DPW real property.
- Units will not make unauthorized additions to their unit signs.

USAG Hessen Exterior Sign Standard Operating Procedure (SOP)

Purpose:

This SOP contains guidelines for a uniform signage system, minimizing signage throughout the USAG Hessen.

Applicability:

This SOP applies to all assigned and tenant units/activities within the USAG Hessen AOR, including the civilian workforce, contractors, vendors, AAFES, DECA, DoDDS, Medical Command, and NAF operated activities. Portable display signs and electronic display boards are not covered under this policy.

Responsibilities:

- The Commander, USAG Hessen, is responsible for this SOP.
- BSB Commanders are approving authorities for sign requests, including reserved parking.
- DPW provide recommendations to the Commander.
- DPW are responsible for selection, fabrication, installation, maintenance, repair, and replacement of exterior signs.
- Traffic Control Master Plans must contain information on reserved parking.
- BSB DPW and PMO are responsible for all traffic control and parking signs, in coordination with German authorities.
- PMO and BSB S2/3 are responsible for physical security signs.
- Unit/activity commanders/directors must identify the necessity for signs in their AOR and submit a Work Order to DPW, clearly stating sign type, with correct wording and spelling.
- Installation and maintenance of permanent identification and directional signs and markings is DPW responsibility.

Signs

1. Standard

- Necessary signs will be professionally stenciled and properly placed.

- Professionally done signs will have reflective or vinyl sheeting and reflective graphics and letters on reflective sheeting.
- Steel, polycarbonate, or aluminum sign panels approved by DPW may be used.
- All signs must be mounted on durable, low maintenance metallic posts, allowing signs to be removed and updated as needed. All mounting devices must be consistent within one installation.
- Signs located off the installation or adjacent to public highways must conform to German standards.
- All signs may be illuminated with non-glare light sources invisible in daylight. Light is restricted to the sign panel only and must be evenly distributed.
- Standard colors used for exterior signs:

Military and Community Signs Brown, white lettering

Guide/Information Signs Green, white lettering

Mandatory/Prohibitory Signs Standard Federal Highway Administration colors

Military emblems According to Army Institute of Heraldry

- Typeface on all signs is Helvetica, with Helvetica medium as primary system typeface for major information, and Helvetica regular for secondary information and translations in German language, but never in a situation requiring arrows.
- Letter spacing for standard typeface will be proportional to maintain visually equal spacing and alignment, without using mechanically equal spacing. Each unit is equivalent to 1/50 of the capital letter height.
- Sign layout is as follows:

Single ideas or names will appear on the same line

Names will be spelled out fully, unless otherwise specified in the authorized unit name.

Numbers will be used for the titles of military units except corps, which are designated by Roman numerals, and armies.

Line breaks will be balanced.

- On HQ and unit identification signs, space must be provided for application of unit crest on adhesive foil. For an exterior sign, an 8-inch DPW-made unit crest will be used. Small crest requirements will be provided by the units.
- Larger quantities of standard signs and frames will be acquired through established procurement channels. All other exterior signs, frames, and supports will be fabricated and installed by DPW.
- Apart from 1 nameplate for the Area/Village Coordinator, no other Family Housing or UHP external facility signs are authorized.

2. Traffic Signs

- Traffic control signs will conform to German standards.
- Traffic symbols must conform to the European Rules concerning Road Traffic, Signs and Signals, 1974.

3. Reserved Parking

- Reserved parking spaces will be minimized.
- Requests for reserved parking will be identified on the master traffic plan.
- Requests for reserved parking will be made by Work Order, and approved by the Garrison Commander on the Work Order Form.
- DPW will install reserved parking signs.
- No name will appear on the reserved parking sign.

4. Unit emblems

- Military emblems must appear in full color.
- Military units may use their branch insignia, shoulder sleeve insignia, coats of arms, or distinctive unit insignia on their HQ sign. Insignias, coats of arms, or unit mottos may be used on motivational signs.
- On exterior HQ and unit identification signs, an 8-inch unit crest will be applied.
- Unit crests are only provided on Brigade and Battalion HQ signs.

5. Name banners/Individual name signs

- Battalion Commanders, Battalion Command Sergeants Major, and above are each allowed 1 nameplate sign on their HQ sign only.
- Area/Village Coordinators are authorized 1 nameplate sign.
- No other Family Housing or UHP external facility signs are authorized.

6. Miscellaneous signs

- Special sign requirements by tenants such as DECA, DODDS, AAFES, and AAFES Concessionaires, require DPW approval through Work Order prior to installation.
- Security signs will be in accordance with the appropriate regulations, and requested through Work Order.
- Standard signs locating utility fixtures, such as water and gas shut-off valves, may be fixed to building exteriors for maintenance and emergency purposes.

Restrictions

- Units and other activities are prohibited from installing any exterior signs on DPW real property.
- Units will not make unauthorized additions to their unit signs.
- No signs except building numbers and utility signs will be attached to building exteriors.
- Portable display signs and electronic display boards are not covered under this policy.

USAG Hessen Sign Policy (Draft)

Purpose:

Purpose of this policy is to establish a standardized, efficient sign system in all USAG Hessen installations. Signage will be kept to a minimum, removing all redundant or excessive signs. Necessary signs will be professionally stenciled and properly placed.

Applicability:

This policy applies to all assigned and tenant units/activities within the USAG Hessen footprint, including the civilian workforce, contractors, vendors, AAFES, and NAF operated activities.

Portable display signs and electronic display boards are not covered under this policy.

Responsibilities:

- The Commander, USAG Hessen, has overall responsibility for the signage program.
- Garrison Commanders are approving authorities for sign requests. Signs may not be relocated without written permission by the Commander.
- DPW provides recommendations to the Commander.
- DPW are responsible for fabrication, installation, maintenance, repair, and replacement of all categories of signs designated in this policy.

- Area Support Teams (ASTs) or Installation Coordinators (ICs) are responsible for coordinating with DPW and PMO to determine the necessity for perimeter, directional, traffic, street name, and reserved parking signs within their installation.
- Garrison DPW and PMO validate and recommend approval/disapproval of all traffic control and parking signs, coordinating with German authorities.
- Requests for physical security signs are validated by the PMO and Garrison S2/3.
- Unit/activity Commanders are responsible for identifying the necessity for type of signs within their AOR by submitting Work Orders to DPW through the AST/IC, clearly stating sign type, with correct wording and spelling.
- Unit Commanders will conduct periodic inspections of signs within their AOR, having poor looking or unprofessional signs replaced and invalid signs updated or removed by DPW.
- The using organization will clean exterior signs.
- Location and content of every exterior identification, guide, mandatory/prohibitory, and informational sign on the installation will be shown in the installation Master Sign Plan. This will consist of a Sign Location Plan and a Sign Schedule.
- The Sign Location Plan will contain all signs of an installation, with message content, sign type, and field verified location. A sequential number will be assigned and recorded for each sign on the Sign Location Plan.
- The Sign Schedule will indicate all signs required or proposed, using the assigned location numbers. It will include sign number, building number (if appropriate), exact message, sign type, and structural drawing.

Signs:

1. Sign categories

Identification	Identification signs name the area within the installation, major tenants, facilities, and organizational or functional units.
Guide	Guide signs locate destinations and route travel within the installation; with signs appearing at points where destinations are necessary for movement to a destination.
Mandatory/Prohibitory	These signs restrict, warn, and advise, such as warning, safety, specialized parking, and handicapped access signs.

Motivation	Motivational signs promote morale. Included in this category are organizational emblems, mottos, awards, safety campaigns, and special events.
Information	These signs educate and inform, such as orientation maps, exhibit signs, and directories.

2. Standard

- No signs, except building numbers, will be attached to the exterior surface of a building.
- Signs to guide travel to activities or facilities follow a logical progression. The basic sequence is this:
 - Identification of the installation
 - Notification of security enforced on the installation
 - Identification of the major units stationed at the installation
 - Orientation on the site
 - Direction to destinations via street names and addresses
 - Identification of destinations
- These signs will be supplemented as required by informational, motivational, and mandatory/prohibitory signs.
- Consistent and widely understood nomenclature will be used on all signs.

3. Physical make-up

- Signs will be made of baked enamel aluminum sheeting. Reflective or vinyl sheeting and reflective graphics on reflective sheeting may be used when DPW approved.
- Steel, polycarbonate, or exterior plywood sign panels may be used when DPW approved.
- Paints, inks, and reflective sheeting materials must match standard colors (Federal Standard 595a).

Military signs	Brown, white letters
Community signs	Blue, white letters
Guide/Information signs	Green, white letters

Mandatory/Prohibitory signs	Standard Federal Highway Administration colors
Safety signs	According to AR 385-30 on Safety Color Code Markings and Signs
Military emblems	According to Army Institute of Heraldry
Traffic signs	In accordance with the European Rules Concerning Road Traffic, Signs and Signals

- All signs will be mounted on anodized aluminum extruded pipe, galvanized steel pipe, or pressure-treated 4' x 4' stained brown wooden posts. The mounting devices will allow signs to be removed and updated as needed. Existing wooden frames will be replaced with metal poles when repairs are needed.
- All signs can be illuminated with non-glare light sources not apparent during daylight, such as indirect or below grade weatherproof lights. Light will be evenly distributed and restricted to the sign panel.
- Where it seems desirable to include title plates on the sign panel, e.g. in Battalion HQ signs, a removable name plate can be installed. It slides into a clear acrylic channel permanently bonded to the sign panel. Color and texture of the name plate will match the sign panel, but letters will be smaller than others used on the sign.

4. Layout

- Single ideas or names will appear on the same line.
- Names will be spelled out in full if possible, unless the authorized unit name specifies otherwise. Abbreviations must be in accordance with AR 310-50.
- Numbers will be used for the title of military units except corps, which are designated by roman numerals, and armies, which are spelled out.
- Typeface used on installation signs is Helvetica: Helvetica medium as primary typeface for major information on all signs, and Helvetica regular as typeface for secondary information and for translations in German language. Helvetica regular will never be used in a situation requiring arrows.
- Letter spacing standard based on a unit system will be used for both typefaces. Each unit is equivalent of 1/50 of the capital letter height.
- A tile system using vinyl die-cut letters with adhesive back, notched to assure vertical alignment and supplied on proportionately sized paperboard tiles, can be an alternative letter spacing method. This system allows personnel to prepare professional quality signs with minimal training.

- Another alternative are adhesive backed vinyl die-cut letters, pre-spaced on a transparent carrier sheet.
- Line breaks will be balanced.

5. Pictographs

- Pictographs can be used on Army interior and exterior signs, in accordance with TM 5-807-10, Chapter 2-5.
- The symbol background border must be square with rounded edges, and the line weight of the border consistent for all symbols.
- Service symbols (Toilets, Telephone, etc.) will be black on a white background.
- Sports and recreational symbols will have black pictographs on a white background.
- Some standard pictographs:

Sign	Pictograph color	Background color
Accessible for the handicapped	White wheelchair facing right	Blue
First Aid	Red cross	White
Fire Extinguisher	Red	White
No Entry	Red	White
Smoking	Black	White
No Smoking	Black pictograph with red circle and slash	White
Reserved Parking		
No Dogs		

Sign Types

1. Identification signs

- On Installation Identification Signs, used at each installation's main and secondary entrances, the official city seal of the respective host city will be included.
- It will contain the designation "United States Army" and the official US Army plaque.
- The single-sided sign will be erected on masonry base to match the style used throughout the installation.
- The sign may be landscaped with ground cover no more than 1 foot (30 cm) high, with the groundcover bed extending at least 8 feet (2,40 m) in every direction from the base of the sign.
- Military Headquarters Identification Signs are used at HQ building entrances and points of warning, or for directories. Size of the sign reflects hierarchy.
- Military Facility Identification Signs are used at centralized primary and

- secondary military and community facilities.
- Building numbers are used on all permanent and semi-permanent military and community buildings. They are displayed in prominent locations on each building, as signs or stenciled on the wall surface.
 - Community Identification Signs identify activities and facilities used for community, recreational, and other non-military purposes. Their background color will be blue, and use of full-color commercial logos or symbols on white background is recommended where appropriate. These will appear in the upper left corner of the sign, above the organization name.

2. Military Emblems

- Military Headquarters Identification Signs are used at HQ building entrances and points of warning, or for directories.
- When a military plaque or emblem is shown on the brown sign panel, it must be surrounded by a white background.
- The DA plaque will be displayed on base identification signs to emphasize the heritage and professionalism of the US Army. The design must appear in full color (AR 840-10).
- Military units may use their branch insignia, shoulder sleeve insignia, coats of arms, or distinctive unit insignia on their HQ signs. Insignias, coats of arms, and unit mottos may be used on motivational signs.
- All military emblems must appear in full color, and if shown on the brown sign panel, it must be surrounded by a white background.

3. Guide signs

- Guide signs are essential means for locating destinations and for routing travel.
- This includes: site directory maps at all entrance gates and key points within an installation; large street name signs at all intersections; large-lettered destination signs with no more than 3 lines.
- Destination and street names can not use Helvetica typeface!
- Street name signs will be used at each intersection. If a sign cannot be seen from every direction of oncoming traffic, then 2 signs may be placed at that intersection, at opposite corners.

4. Mandatory/Prohibitory signs

- Mandatory/Prohibitory signs warn, restrict, and advise visitors and installation personnel in matters of Army security, safety, and parking controls.
- Directive will be short and to the point.
- Signs will be used in moderation.
- Warning and safety signs will be bilingual.

- The words “Warning”/“Warnung” in red letters, the rest in brown letters on white background.
- “Caution”/“Vorsicht” will be in white letters on red background.
- Parking signs will conform to German standards and the “Manual on Uniform Traffic Control Devices”.

5. Parking Signs

- Parking signs will show green “P” on white background.
- Messages will appear below the pictograph to add special information, such as “Visitor Parking.”
- Curb and pavement markings will be avoided, and parking signage used instead.

6. Reserved Parking

- Reserved parking spaces will be minimized.
- Requests for reserved parking will be approved by the Garrison Commander on a Work Order Form and identified on the Master Traffic Control Plan.
- Reserved parking spaces are limited to Brigade and Battalion Commanders and Sergeants Major.
- Reserved parking for TMP or military vehicles is limited to 2 spaces per building.
- Reserved parking signs will show a black “P” on white ground, with a supplemental sign to identify reserved parking stalls.

7. Traffic Signs

- Traffic signs must conform to German law and standards.
- Traffic signs may be located where necessary to direct and regulate traffic.
- All signs must be placed so that they do not interfere with the flow of vehicular or pedestrian traffic.

8. Motivational signs

- Motivational signs are part of campaigns to boost morale, improve safety, or accomplish other special objectives.
- Motivational signs are unique in appearance, but their make-up will be consistent with installation style, for example in their concrete or masonry base.
- Typically, unit insignias, emblems, branch colors, mottos, and names and titles of individuals are included.
- Graphics appear on both sides of the sign, unless they are to be viewed by incoming traffic only, or when placed parallel to the road.

9. Informational signs

- Pedestrian Information signs will consist of separate removable 6" (15cm) slats with 2" (5cm) letters, with graphics appearing on both sides. Signs which are not expected to change frequently will be fabricated from a single sign panel. No more than 6 panels will be mounted on a single base, with only 1 message per panel. Messages will be grouped according to their arrow direction in the following manner:

forward	flush left message
left	flush left message
right	flush right message

- Information on exhibits are located in front of the exhibit or placed parallel to a sidewalk or roadway. To facilitate reading, the sign panel will be placed at an angle on the sign base.

10. Name banners/Individual name signs

- Personnel names on HQ facility identification signs will be limited to Brigade and Battalion level (O5 = Lieutenant Colonel, E9 = Command/Staff Sergeant Major). Exceptions must be approved by the BSB Commander.
- Signs identifying area/building coordinators will be installed in such a way that they can be changed quickly.

11. Temporary signs

- Fixed location temporary signs can be erected for special occasions for short periods of time, and must be on the Sign Location Plan. These brown (both sides) signs contain a changeable message board made of clear 3" (7.5 cm) acrylic letter tracks bonded to the sign face. Standard white removable letters will be used. The sign will have a steel frame, finished in brown, and stand 3'0" (0.914m) above ground, with the following measures: 3'0" (0.914 m) H, 4'0" (1.219m) W.
- Portable temporary signs have the same design as fixed location temporary signs, but no fixed footing. These signs will be used for special events, only be erected for short periods of time, and must be removed promptly after the event.

Requesting signs:

- All sign requests will be submitted to the appropriate DPW on a DA 4283 Work Request form (Work Order), with a description of the sign, a sketch with the correct wording, and explanation of why and where the sign is needed, and whether pole or wall mounting is required.

- DPW will assign a document number to the Work Order and provide the requester with this number.
- The AST or IC will forward all requests for mandatory/prohibitory signs, including security, regulatory, traffic, and parking signs through the Garrison PMO and S2/3 for reviewing and concurrence, then to the DPW Work Reception and Scheduling for further processing. All other sign requests will be sent from the AST to the Garrison DPW Work Reception and Scheduling directly.
- The DPW will enter the Work Order into the Work Order tracking System (IFSM) and forward it to the Garrison Commander for approval. If approved, DPW will process the request and make the sign.
- The using unit will bring the existing sign to the DPW Paint/Sign shop for repair or update.
- DPW will set priorities for the Paint/Sign Shop to manufacture the signs and will determine which signs to buy through commercial channels.
- Signs may not be relocated without written permission by the Commander.
- The sign shield itself will only be removed for repair after the Work Order has been approved.
- Standard signs (larger quantities of the same sign) will be acquired through established procurement channels. Frames will match standard sign size, and be procured through established procurement channels.
- All other exterior signs, frames, and supports will be fabricated and installed by DPW.

Restrictions:

- No signs, except building numbers, will be attached to the exterior surface of a building.
- Portable display signs and electronic display boards are not covered under this policy.

Regulations

AR 190-5 (Motor Vehicle Traffic Supervision)

AR 190-13(The Army Physical Security Program)

AR 310-50 (Authorized Abbreviations, Brevity Codes, and Acronyms)

AR 340-15 (Preparing Correspondence)

AR 380-20

AR 385-30 (Safety Color Code Markings and Signs)

AR 420-70 (Facilities Engineering – Building and Structures)

AR 840-1 (Department of the Army Seal, and Department of the Army Emblem and Branch of Service Plaques)

DoD Manual 4270.1-M (Construction Criteria Manual)

European Rules Concerning Road Traffic, Signs and Signals, by the European Conference of Ministers of Transport, Feb.1974

Federal Standard 595a

Installation Design Guides
Institute of Heraldry, U.S. Army

Manual on Uniform Traffic Control Devices
MTMC Pamphlet 55-14

Pantone Matching System for ink

TM 5-807-10 (Signage)
TM 5-838-2 (Army Health Facility Design)

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